



Catholic Schools

ARCHDIOCESE OF KANSAS CITY IN KANSAS

Fundraising Asks - Starters and Suggestions

Fundraising: Have the conversation - Nail the Ask!

1. **Do homework on each prospect or current/past donor**
 - a. Look for a common interest
 - b. Notice any past giving history
 - c. Identify any unique connection to school community
2. **Have your event/appeal information organized and ready so you can answer questions as they arise**
3. **Make it conversational**
 - a. Start with polite introductions
 - b. Make a connection: Are they an alumni of the school? Do they currently attend the parish? Have children at the school? Have a particular interest in Catholic education? Or an element of Catholic education specific to your school?
 - c. Thank for past donation, share exciting initiatives/success stories from the school
 - d. A few good starters:
 - i. *Every donor has a story to tell about their connection to ... [school name], I want to hear yours.*
 - ii. *I want to show you how your gift is making a difference*
 - iii. *We are trying to do _____ at our parish school, I'd love your input.*
 - e. Encourage questions and listen
 - f. Try to get them to talk at least as much as you
4. **Reflect on expressed interest and/or past giving**
 - a. *Thank you for your past generosity for _____. Because of _____, we were able to _____. Thank you.*
 - b. *OR: From our conversation, I am so grateful to hear of your compassion for Catholic education. This is important and I really appreciate learning that about you.*
5. **Ask**
 - a. Sample wording: *[Their name], the reason I'm calling today is to ask for your help [accomplishing your event's goal]. It's the fastest way to [example of how the goal will serve your mission]. Many of our supporters are helping us out today with a gift of [donation amount]. Your gift will be put to immediate work [short example of what you'll be able to do with their donation]. Can we count on you to give a [donation amount] today?*
 - b. Share event details, partnership opportunities, key event highlights
 - c. Ways to answer a NO response:
 - i. Reason: *I can't afford the amount requested..*

1. Possible responses: *All donations are welcome and help us reach our goal. Would you consider...*
 2. *What would you like to contribute...*
 3. *Or we have other options that assist with our mission, would you like to hear about our volunteer opportunities?*
- ii. Reason: I have already given all of my charitable donations for the year.
1. Possible responses: *We really believe our mission aligns with your values and beliefs, would you consider xxx amount this year to help us reach our goal?*
 2. *Please let me know when you typically make your charitable decisions, I will make sure we contact you again to share all the good things happening at _____.*
- 6. Express gratitude**
- a. Share how this will impact your school in a specific way
 - b. Again, extend gratitude and appreciation for their donation/pledged donation.
- 7. End the conversation with:**
- a. Always have a next step
 - i. Email event information
 - ii. Share payment process
 - iii. Invite to any event planning if interested in volunteering
 - iv. Thank again!

Fund-A-Need Appeals: Ideas to Boost Your Success

- Ideally, the person making the appeal should be committed to your cause OR directly impacted by the appeal
- Keep appeal simple: short, simple, and focused
- Champion the cause: share the WINS related to past appeal and the purpose of this appeal
- Tell a REAL story of how this appeal will solve a problem
- Use a power point only if it will ADD to the message with impact
- A longer power point can assist with telling your story throughout the event
- Champion the cause:
- Do the Fund-A-Need prior to any auction or drawings
- Auctioneer can cue lead givers and help draw in audience participation to drive donations
- Respect your guest's time, keep appeal on schedule
- Always, always, always, thank!

With all fundraising efforts - be development minded. Steward each gift with as much planning as you spend on your event.

The heart of fundraising is really about building and deepening relationships with people who care about your cause.